



PRESS RELEASE

NCBA Bank, TATA Africa Holdings (K) Ltd ink deal to support growing Kenyan Infrastructure.

- *Partnership to provide 95 per cent asset financing on Tata Commercial vehicles*

Nairobi, March 3rd 2021: NCBA Bank Kenya PLC has today signed a partnership deal with Tata Africa Holdings (K) Limited to finance Tata models throughout the country.

Under the deal, customers will be able to acquire a Tata range of commercial vehicles with up to 95 per cent financing from NCBA Bank for up to 60 months. In addition, buyers will also enjoy low deposits, low monthly instalments plus competitive insurance rates when purchasing vehicles from Tata Africa and its authorized dealer network across the country.

“Businesses in Kenya have been severely impacted by the COVID-19 outbreak and so this partnership comes at an opportune time and will go a long way in supporting businesses in the construction and distribution sector. We are encouraging businesses to take advantage of this partnership to bolster their economic livelihoods,” noted Lennox Mugambi, Ag. Group Director Asset Finance and Business Solutions - NCBA Bank.

According to the 2020 Economic Survey by the Kenya National Bureau of Statistics, the construction sector expanded by 6.4 per cent in 2019 with an upward growth trajectory projected in the following year, COVID-19 pandemic effects notwithstanding.

On his part, Kamal Rohira, Auto Business Head - Tata Africa Holdings (K) Ltd said “The partnership targets individuals, Small Medium Size companies and large commercial businesses that have been hugely impacted by the COVID 19 pandemic. Currently, Tata has an active population of around 15000 commercial vehicles in the country, which is served by 11 service stations and 23 part retailers. In this partnership, we go hand in hand with customers in making Tata commercial vehicles very affordable”

TATA Kenya has recently opened TATA Authorized Service Stations (TASS) in Eldoret & Kisumu. This move aims to ensure that customers get access to specialized service post-purchase, given the rising demand for vehicles used in construction.

The pact begins on March 3, 2021, and will last up to September 3, 2021.

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About NCBA Group

NCBA Group is a full-service banking group providing a broad range of financial products and services to corporate, institutional, SME and consumer banking customers.

The Group was created on 1st October 2019 following approval by the Central Bank of Kenya and The National Treasury of the merger of NIC Group PLC (NIC) and Commercial Bank of Africa Limited (CBA).

NCBA Group operates a network of more than 100 branches in five countries including Kenya, Uganda, Tanzania, Rwanda and Ivory Coast. Serving over 50 million customers, the NCBA Group is the largest banking group in Africa by customer numbers.

NCBA Bank Kenya PLC is Kenya’s third-largest bank by assets. The Bank is set to play a key role in supporting Kenya’s economic ambitions, specifically facilitating the implementation of the Government’s Big Four Agenda which focuses on food security, affordable housing, manufacturing and universal healthcare. The Bank is a market leader in Corporate Banking, Asset Finance and Digital Banking.



About Tata Africa holding (K) Ltd.

TATA Africa Holdings Kenya Limited, incorporated in 2006, is a fully owned subsidiary of Tata International Africa.

The Tata group began its relationship with the African continent in 1977 with the establishment of Tata Zambia. In 1994, the Tata group inaugurated Tata Africa Holdings in Johannesburg, South Africa, which now serves as the group's headquarters in the continent. Tata International Africa is present in 12 African countries namely South Africa, Ghana, Kenya, Ivory Coast, Malawi, Mozambique, Nigeria, Senegal, Tanzania, Uganda, Zambia and Zimbabwe. It operates in automotive, agricultural equipment, farming and farm equipment, chemicals, and healthcare products.

Today, Tata is a brand that's synonymous with quality products and ethical business operations in Africa. It is committed to its vision of building and sustaining relationships in Africa with cooperation and trust, creating employment opportunities

and making its contribution to the social development of local communities. Tata companies in Africa promote the social and economic development of local communities through education, entrepreneurship and health initiatives

The major business interests of TATA Kenya include the assembly and distribution of Tata Commercial vehicles. TATA Kenya, as an ISO 9001:2008 certified organization, is the sole distributor of Tata Motors Limited & TATA Daewoo Commercial Vehicles in Kenya. Tata Kenya with its customer-centric approach has developed a countrywide network of 11 sales and service outlets to be closer to its customers. It also provides full-fledged after-sales support services with a fully stocked spare parts store & a modern workshop manned by a professional team of qualified mechanics & technicians at Nairobi.

To know more about TATA Africa Holdings (K) Ltd, please visit (www.tatamotors.co.ke); also follow us on Facebook: www.facebook.com/tatakenya)

About Tata Motors Limited.

Tata Motors Limited a USD 35 billion organization, is a leading global automobile manufacturer of cars, utility vehicles, pick-ups, trucks and buses. Part of the USD 113 billion Tata group, Tata Motors is India's largest and the only OEM offering an extensive range of integrated, smart and e-mobility solutions. It has operations in India, the UK, South Korea, Thailand, South Africa, and Indonesia through a strong global network of 103 subsidiaries, 10 associate companies, 3 joint ventures and 2 joint operations as of March 31, 2020.

With a focus on engineering and tech enabled automotive solutions catering to the future of mobility, Tata Motors is India's market leader in commercial vehicles and amongst the top four in the passenger vehicles market. With 'Connecting Aspirations' at the core of its brand promise, the company's innovation efforts are focused to develop pioneering technologies that are sustainable as well as suited to evolving aspirations of the market and the customers. Tata Motors strives to bring new products that fire the imagination of GenNext customers, fueled by state of the art design and R&D centres located in India, UK, US, Italy and South Korea. Internationally, Tata commercial and passenger vehicles are marketed in countries, spread across Africa, the Middle East, South Asia, South East Asia, South America, Australia, CIS, and Russia.

To know more, please visit (www.tatamotors.com); also follow us on Twitter: <https://twitter.com/TataMotors>)

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